

<b>Agenda Item</b>	A13
<b>Application Number</b>	22/01577/ADV
<b>Proposal</b>	Advertisement application for the display of a hanging projecting barrel and a plaque to the front elevation
<b>Application site</b>	31-33 North Road Lancaster Lancashire LA1 1NS
<b>Applicant</b>	K Smith
<b>Agent</b>	HPA Chartered Architects
<b>Case Officer</b>	Mrs Eleanor Fawcett
<b>Departure</b>	No
<b>Summary of Recommendation</b>	Approval

(i) **Procedural Matters**

This form of development would normally be dealt with under the Scheme of Delegation. However, the application has been submitted by Lancaster City Council as part of the ongoing works within the Heritage Action Zone and, as such, the application is referred to the Planning Regulatory Committee.

**1.0 Application Site and Setting**

1.1 The site relates to a three storey mid-terraced property, located on the south side of North Road within the city centre of Lancaster. It has a commercial use on the ground floor with flats above and is constructed of sandstone under a slate roof, although the front elevation is painted. The site is located within Lancaster Conservation Area and within the Lancaster High Street Heritage Action Zone.

**2.0 Proposal**

2.1 Advertisement consent is sought for the display of a traditional barrel sign on the front of the property as reference to a historic use at the site. It would be just over 0.5 metres high and have a maximum diameter of 0.4 metres and would be sited at first floor level. The proposal also includes reference to an explanatory plaque, to explain why the barrel exists and the building former use, although this does not require planning permission or advertisement consent in its own right.

**3.0 Site History**

3.1 There are no recent applications at this site which are relevant to the proposal. The most recent relates to the approval of a projecting sign in 1992.

## 4.0 Consultation Responses

4.1 The following responses have been received from statutory and internal consultees:

Consultee	Response
Conservation Officer	No comments received at the time of compiling this report.
County Highways	No comments received at the time of compiling this report.

4.2 No comments have received from members of the public.

## 5.0 Analysis

5.1 The key considerations in the assessment of this application are:

- Amenity and Impact on Heritage Assets
- Public and Highway Safety

5.2 **Amenity and Impact upon the setting of Heritage Assets** NPPF paragraphs: 126, 130 and 136 (Achieving well-designed places) and 189, 194 - 197, 199 – 206 (Conserving and Enhancing the Historic Environment); Strategic Policies and Land Allocations (SPLA) DPD policies SP7 (Maintaining Lancaster District's Unique Heritage); Development Management (DM) DPD policies DM21 (Advertisements and Shopfronts), DM29 (Key Design Principles) and DM38 (Development Affecting Conservation Areas)

5.2.1 The site is located within the Lancaster Conservation Area and the Lancaster High Street Heritage Action Zone. The purpose of this zone is to improve the condition of the area in addition to its understanding perception and the proposal would receive funding under this. Numbers 29 - 39 North Road are a group of terrace buildings which appear to date from the early nineteenth century. The application site is one of two properties which form the Ship and are thought to predate this and be some of the first built as part of the redevelopment of the Mill Race area. The Ship Inn is listed as a public house in records dating from 1772 and these records detail the various owners and landlords up until its closure in 1970. Historical accounts also show that the site was formerly occupied by two older inns, The Cock and The Three Squirrels. They were later converted into a single public house, called "The Ship Inn", owing to it being the nearest inn to the old shipyard.

5.2.2 The application proposes a barrel sign to illustrate the lost trade of the public house at this site. The submission sets out that the sizing of the barrel has been determined by analysing photographs of the building taken from 1881 and 1889. When compared to the size of the windows, it is believed that the sign is an 18-gallon barrel (called a Kilderkin or Quarter Cask). The building still includes the wording 'Ship Hotel' which references its previous use.

5.3.3 There is a presumption in favour of preserving the character and appearance of the conservation, as set out in S.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990). This is reiterated in local policy and policy DM38 sets development in Conservation Areas should preserve or enhance the character and appearance of the area. Paragraph 197 of the NPPF sets out local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

5.3.4 The proposed barrel has been designed and detailed using historic photographs and is considered to be of appropriate scale and design. It is considered that it will represent an enhancement to the building and amenity the area, in particular relation to better revealing its historic use, and is also considered to enhance this part of the Conservation Area. It therefore complies with both National and Local Planning policy.

5.3 **Public and Highway Safety:** NPPF paragraphs 136 (Achieving well-designed places) and 110 and 111 (Highway Safety); Development Management (DM) DPD policies DM21 (Advertisements and Shopfronts) and DM29 (Key Design Principles)

5.3.1 The proposed barrel sign would be fixed to the front elevation of the building, approximately 4.2 metres above the level of the adjacent pavement and is not illuminated. As such it is considered that it will not have a detrimental impact on public or highway safety.

## **6.0 Conclusion and Planning Balance**

6.1 The proposal barrel sign relates to the former historic use of the building as a public house. It is considered appropriate in terms of its scale and design and will provide an enhancement to the character and appearance of the building and the Conservation Area, in accordance with Local and National Planning policy. It is also considered that it would not result in a detrimental impact to public or highway safety.

### **Recommendation**

That Outline Planning Permission Listed Building Consent Advertisement Consent Approval of Reserved Matters Consent BE GRANTED subject to the following conditions: *(delete as appropriate)*

Condition no.	Description	Type
1	Standard 5 Year Timescale for Advertisements	Control
2	Development in accordance with approved plans	Control
3	No advertisement is to be displayed without the permission of the owner of the site	Standard Advertisement Condition
4	No advertisement shall be sited or displayed so as to obscure or hinder various transportation signs or signals	Standard Advertisement Condition
5	Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site	Standard Advertisement Condition
6	Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public	Standard Advertisement Condition
7	Where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity	Standard Advertisement Condition

### **Background Papers**

None